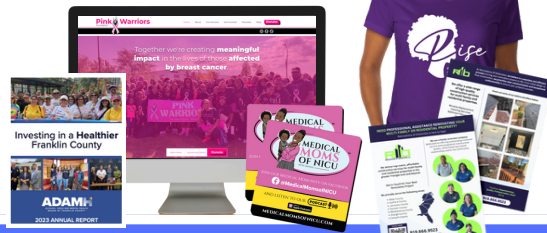




**NOW IS THE TIME
TO STRATEGIZE,
EXECUTE AND
LEVEL UP!**



2025 VISION-DRIVEN BRAND MAKEOVER

3-Month Personalized Design Experience | Onboarding Expectations

Step 1: Welcome & Introduction

- Expect a welcome email and a link to schedule your kickoff “onboarding vision session.”

Step 2: Onboarding Kickoff Vision Session (60 minutes)

- We will deep dive into your vision, goals, and key focuses for 2025. You’ll be asked about your “Why?”, ideal audience, brand personality, and any existing brand assets you’d like to maintain.
- Define Priorities: Based on the range of services (website, presentations, social media graphics, etc.), we’ll define your top priorities for the 3-month plan.
- Timeline Agreement: Together we will walk through the high-level timeline, breaking it down by month and setting expectations on project milestones, deliverables, and feedback deadlines.

Step 3: Brand & Design Assessment

- Gather Brand Assets: Designer (Amber Mabry) will request the client submit all brand assets (logos, brand colors, fonts, imagery, etc.).
- Client Questionnaire: Client may need to complete a questionnaire covering branding preferences, design inspirations, and specific needs (e.g., types of graphics, email marketing goals) if not covered in onboarding session. This will allow accuracy regarding client’s style preferences and ensure alignment.

Step 4: Strategy & Design Game Plan

- Design Game Plan: Within a week, client will receive a personalized “Design Game Plan” based on the initial kickoff session and questionnaire responses. This will outline the custom plan, including tasks for each month (e.g., Month 1: Website refresh; Month 2: Social Media graphics, etc.).
- Feedback Call (15-30 minutes): During this call designer will review game plan with client to ensure alignment, answer questions, and make adjustments based on their feedback.

Step 5: Monthly Design Deliverables & Check-ins

- Monthly Deliverables: Each month, designer will provide the agreed-upon deliverables (e.g., website, presentation designs, Canva template, etc.). At the start of each month, via phone or email, the designer will share a brief overview of that month’s focus and deliverables.
- Check-in Touch base (15 minutes): Designer will schedule calls as needed to share insight, review progress, gather feedback, and address any changes or additions the client may need.

Step 6: Final Review & Implementation Support

- Final Review Session: Near the end of the 3 months, designer will hold a final session to review all completed work and ensure the client is confident in implementing the assets. Afterwards all deliverables will be provided to the client.
- Implementation Support: Designer will provide any last adjustments or guidance for launching or sharing the new materials (such as finalizing website edits, presentation details, or scheduling emails).

Step 7: Off boarding & Follow-Up

- Designer will send an off boarding packet and feedback survey. After 3 months client may receive a friendly follow-up email offering to address any ongoing design questions or further support.

Through the brand experience clients will receive check-ins and coaching as needed. Each client must be responsible and committed to communication for best results. Designer’s work hours are Monday-Friday 9am-4pm EST. **Questions? Email amber@apaynesdesigns.com**